

UNDERAGE DRINKING STRATEGIC PLAN

Area Safe Communitites Coalition

ASSESSMENT

PRIORITY ISSUE

Underage

Drinking

REASONS WHY/ INTERVIENING VARIABES



ACTIONS



- 82% of M-L-S high school and 45% of middle school students reported lifetime alcohol use (YRBS, 2009).
- 36% of M-L-S HS students reported binge drinking in the past 30 days (YRBS, 2009).
- 26% of M-L-S HS students perceive youth drinking as acceptable (YRBS, 2009).
- 9% of M-L-S HS students think people are at no risk of harming themselves if they binge drink 1 to 2 times per week (YRBS, 2009).
- 54% of M-L-S HS students got alcohol from someone who gave it to them in the past 30 days (YRBS, 2009).
- Underage drinking cost the citizens of ND \$141 million in 2007 (PIRE, 2009).

Ordinance/policy

Enforcement

- High access/availability
- Social norms favorable for use (acceptability)
- Low attachment
- The perception of 'nothing else to do'
- Low perceived risk of harm
- Low awareness of the problem
- *Pricing and Advertising also reasons discussed but not being addressed at this time.

County, city, business, school ordinance and policy reviews (City/County social host law/ordinance)

Enforcement Efforts (Shoulder Taps, Party Patrols, Compliance Checks, Parking Lot Surveillance)

Mass media messaging (community support for prevention, messages to deter adults from providing alcohol to youth, Sticker Shock campaign)

Server Training (recognizing fake IDs, educate on liabilities, carding policies...)

Alternative community events and efforts (NYE, Town Hall, Red Ribbon, post prom/grad, ongoing speaking engagements)

Policy

Enforcement

Communication

Education

Alternative activities

Collaboration

*Implemented within all actions